





MARLBORO COUNTRY STORE

Mr. Sample A. Sample
1234 Your Street
Yourtown, ST 67890

Dear Mr. Sample,

Thanks for taking part in the smoker survey at your convenience store on Month Day. Since you're not a Marlboro smoker, you're invited to try Marlboro and take part in an exciting new gear program.

It's the Marlboro Country Store, a great new collection of Marlboro gear. And there's only one way to get it—it's free with Marlboro Country Store Miles.

To get you started, here's a certificate for 25 Bonus Miles. You can use 'em to get a free gift right now or, better yet, save up the Miles to get any of the gear inside for the great wide open.

Take a look inside your Marlboro Country Store Catalog to see all the great gear—everything from Barn Coats to Barbecue Tools to a Bull's Eye Vestboard. You get 5 Miles closer with each Marlboro Country Store UPC symbol, now on every pack of Marlboro.

Use the coupons below to try the great taste of Marlboro. Then tear out the Miles, add your Bonus Miles, and you're well on your way to great gear.

Come to where the flavor is. Come to Marlboro Country.



MARLBORO COUNTRY STORE

25 BONUS MILES GET CERTIFICATE
GOOD TOWARD ANY ITEM IN THE
MARLBORO COUNTRY STORE CATALOG

424

Marlboro

BUY 1 PACK
GET 1 FREE

Marlboro

BUY 1 PACK
GET 1 FREE

Marlboro

OF AN ENTIRE MARLBORO COUNTRY STORE CATALOG

